



## Expand Your Fempire Podcast #21

### **Wear Your C.R.O.W.N. and Expand Your Fempire**

*Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.*

**Caterina Rando:** [00:00:00] Hi, my friends. This is Caterina. I want to talk to you about something very important. I want to talk to you about wearing your crown and building your Fempire. Wearing your crown and building your Fempire.

[00:00:48] Here's the thing you have massive, massive, massive value to bring. There is a lifetime supply of people to serve. I want to support you to be louder and prouder than you ever have before in your business so **you can sell more, you can serve more, and you can uplift more lives.**

[00:01:15] Now. Why am I wearing a crown? Because I want you to see your business like a Fempire. **What is a Fempire? It is a woman-run enterprise that is committed to fulfilling their mission, while also not only doing business with kindness and graciousness and heart... but also a business that is committed to contributing and uplifting the community they serve.**

[00:01:54] Because here's what we know. When women have businesses and they thrive. And this is women all over the world. Even when a little money is coming into a new household, you know what happens? Domestic violence goes down in those communities. Teenage girls stay in schools longer.

[00:02:17] And the mortality rate improves that's around the world. That is significant, but you know what else we know? When women in business are thriving, they have more time to be caretaking for their families. They have more time to be taking care of themselves. And they have more time to be contributing to the causes and the communities that they care about.

[00:02:48] Now I'm not just wearing my crown because it's really fun. And I don't wear a crown only because I like to remind myself that I have a Fempire. I wear a crown because it stands for a few things that I want you to embrace. **The word "CROWN" stands for some key guiding principles that I want to invite you to embrace in your business.** Ready for them?

[00:03:18] Okay. **The C stands for Create and Recreate Your Plan.** Now, what does this mean, create and recreate? You know, I've been in business for many years. Serving women on a mission in a variety of businesses year after year. And one of the things I see is that we are often

working so much in our businesses - taking care of clients, great, doing the things that are necessary to run a business, but we often don't take enough time for thinking and [00:04:00] planning.

[00:04:00] And let me tell you every expert you've ever listened to on business, since the beginning of time - going all the way back to Napoleon Hill who wrote *Think and Grow Rich*, which was one of really the first business development and personal development books - they're going to tell you every single one, "take time every day for thinking and planning." But what does that mean?

[00:04:28] Well, let me tell you exactly what it means that I'm hoping you're embracing. now, this is of course it's, from my perspective. You are reviewing your goals every day. Now guess what? **You've gotta have goals in order to review goals.**

[00:04:44] And you know what happens and comes before goal setting? Decision-making. **Super tip alert, super tip alert: successful women make decisions quickly.** And I want to invite you to look at your decision-making and I want you to ask yourself, do you ruminate, do you research, do you talk to 10 people before you make any decision in your business?

[00:05:17] My friend, I hope not. I was talking with a lady the other day. And we were discussing her workshop and, and she's ready to go on the workshop. And I said to her, "okay, pick a date, pick a topic, pick a price." And of course, it was going to be free because it was going to be her one hour Zoom thing.

[00:05:41] And I'm hoping, by the way, that you are doing **your** one hour Zoom thing to grow your business. **And if you're not sure what a one-hour Zoom thing is, let me explain very clearly.**

[00:05:54] A one hour Zoom thing is a workshop that you host every week, every two weeks, every three weeks. At the very least every month. And what a Zoom thing is, is **it is an opportunity for you to invite people to come and be with you, where you get to share some of your massive value, and of course build insta-influence. And then you get to make an "easy yes" invitation for people to come and be with you.** For example, if you're a health coach, you could do a one hour talk on "Super Tips to Stay Healthy During the Pandemic."

[00:06:37] If you're a therapist or a life coach, you could do a one-hour talk on "How to be in Your Bliss During the Pandemic." I don't know how easy that would be, but I would definitely go to that talk, right? Now, if you say "Caterina, that's fine for you because I know you like to talk and you like to speak. I'm not comfortable with public speaking."

[00:07:05] If you think I'm not comfortable with public speaking, let me say this. All you have to do is put together 10 to 12 frequently asked questions. And then you get the people together. You have everyone introduce themselves. Because everyone likes to hear their own voice in the room, and especially for women, we like to know who's in the room with us.

[00:07:32] And then you go through your 10 frequently asked questions. You answer any other questions. You make an invitation for people to come and be with you. And bing, bing, bing, you are going to be getting some insta-clients. I'm so hoping that you like that. I love it. I think it's great. And it absolutely can support you in building insta-influence. **Now that was a sidebar that we just had from our discussion on create and recreate your plan. I was saying that decision-making is so important and that a lot of women take too long to make decisions.**

[00:08:13] So I'm having this discussion the other day with a woman and she's saying, "well, I don't know, what's the right time, you know, I have to ask some people what's the best time to do it. I don't know what's the best day to get the best pickup. And I don't know what's the best day to get the best show up."

[00:08:31] And I said to her, "my friend, here's what you do." And I'm saying this to you, my friend, here's what you do. **All you need is a date, a topic and if it's a one-hour zoom, the price is free. You do need a way for people to sign up.**

[00:08:51] **And you know what the best time is? It's the time that works for you in your full schedule.**

[00:09:00] Now, of course I don't recommend the end of the day on a Friday. Because, another super tip alert, **you need time for follow-up** and people will forget about you by Monday. So that's why I would say even midday Friday is fine. Don't worry so much. And don't get stuck on these little things.

[00:09:23] Because you know what? **Everything is a test.** So, you test. If you do it on Mondays, do you get more people? If you do it on Wednesdays at lunch or in the afternoon, do you get more people? It's all a test.

[00:09:37] **Because the truth is you can listen to the experts, but everyone's business is different.** And I want you to see every one you do, as an opportunity to see what works for you and what works for getting the people to show up.

[00:09:55] Now, why am I talking about this? Because this is something that will catapult your business and I'm hoping while we're discussing create and recreate your plan, that this is part of your action plan for this time - to host a virtual zoom thing, where you always have something to invite people to. When you're networking, when you get referrals, what do you do with those people?

[00:10:23] Do you try to sell them something? No! Bing, bing, you always have a thing to invite them to. Create and recreate your plan. I'm hoping right now, you're going to recreate your plan, including this strategy that we have discussed.

[00:10:40] What I also want to tell you though, is that **calendar is part of your thinking and planning. Calendar is figuring out when you're going to do what, that also has time for filling, and it has time for follow-up.** So, what I mean by that is if I'm thinking, "Okay when should I start my next Speaker Mastermind Program?"

[00:11:09] Well, I want to look at not only when can I get the dates on the calendar that don't conflict with travel or other programs or teaching, but also I want to put it on the calendar far enough away from today so that I know that I can fill it. And it doesn't conflict with other things. **These are some key things that I want you to keep in mind with your calendaring.**

[00:11:37] **And by the way, you cannot calendar too far in advance, because you can always adjust the calendar.**

[00:11:45] **Another thing I want to make sure you're putting on your calendar is time for sales.** And even as I plan months in advance, I put days on my calendar or blocks of time for sales. And

sales are of course sales conversations, but they're also reaching out to people to talk to them about whether or not they would like to have a sales conversation.

[00:12:17] Now I want to be very clear. I say sales because I want to be clear what I'm talking about, but the truth is these are reconnection calls. These are connection calls. These are opportunities to build relationships, to further relationships, to see if what you have to offer matches what other people are looking for.

[00:12:40] And, you know, I was teaching my Thrive at Sales class yesterday, and a lady was telling me she does a great job of blocking out the time for sales, but she doesn't always do the sales time. **So, I want to give you a super tip to support you.**

[00:12:58] Because what I have found is that when I have my list, I always pick in advance what reach out I'm going to start with. And I always start with a reach out by Facebook message or by LinkedIn message or by phone or by text or by personal email. These are all great ways to reach out. That **I always start with someone that I really am excited to reconnect with, excited to talk to, excited, to get to know better, and that facilitates a great lean-in and dive-in for those calls.**

[00:13:42] Because if you're not warmed up yet and you think of "okay, I'm going to sit down and do my reach-outs," but then you look at the list and the first name on the list is somebody you're a little uncomfortable reaching out to, or maybe you don't know as well. Well then you may not want to do that. So, I really want to encourage you to pick somebody in advance that you're going to start with.

[00:14:08] Do you like that? I hope you like that because it's a great, super tip that will work for you and so many other people. And this is all under the sea of "create and recreate your plan." **So, every day, you're making decisions. You're reviewing your goals. You're adjusting your calendar.** You're making sure everything's on your calendar way in advance, not only your workshops or your group programs or, or your meetings and your networking, but also - super tip alert, super tip alert - after any networking, after any workshops, even after any zoom connects where you're meeting with people, **always set aside immediately after, time for follow-up.**

[00:15:01] Because follow up is something that does fall through the cracks when our calendars are so full. That's why, even if I put a speech on my calendar for next year, when I scheduled that speech at the same time, I do that, I scheduled follow-up immediately after.

[00:15:23] Any meetings that I go to on a regular basis. I schedule the follow-up time on my calendar at the same time I schedule the meeting. Now, let me tell you something, my friends, these are some big super tips I want you to embrace. Because **the more you do this, the more efficient you're going to be with your follow-up. The more efficient you're going to be with getting through your to-dos. And that's going to support you in building your Fempire.**

[00:15:53] C - Create and recreate your plan. **Now, the R in crown is for "Rinse and repeat wherever you can."** Now, Caterina what does this mean, rinse and repeat?

[00:16:11] What it means, is it means that you are automating things wherever you can. But I want to be very clear that **you want your business to not only be high-tech, you want your business to also be high touch.**

[00:16:32] No. I know that we're having social distance lifestyle right now. What I mean by high touch is that you still have personal things that are happening in your business. What I mean by that is that I personally answer my Facebook messages. I personally answer my phone. Now you might think I shouldn't be doing that at this point, but let me tell you, I don't get a lot of phone calls.

[00:17:02] Cause all my clients and all my friends know they can reach me on Facebook messenger. I return the calls myself. Now email, I have some support with email, but I still take care of some of it myself. Email is not my favorite thing. The reason for this is because **I want to be in touch with my clients and my potential clients.** I do not believe this strategy of you are the celebrity business owner behind the velvet curtain, like in the Wizard of Oz. No.

[00:17:39] High touch means your people can talk to you. Your potential clients can talk to you, your clients... your clients can talk to you. Now, **this means that you're going to need a lot of support in your life and in your business.**

[00:17:57] And, you know, there's this idea for those of you that have been Mothers or are Mothers, there's this idea of the Mommy helper, right? The mommy helper helps the mom. She does all kinds of great things to facilitate the mom having ease. She makes the lunches maybe; she maybe does errands.

[00:18:20] Well, okay. How come mommy's get a helper, but women in business it's not as much of a standard operating procedure that we get helpers too? And this is what I'm talking about, rinse and repeat. When you have documented things, when you have written down, "Here's what we do when we get a new client. Here's what we do when someone signs up for a class. Here's what we do when someone's a potential client. Here's what we do when we get a referral."

[00:18:51] When you have all of those things documented, you know what you can do? Bing, bing bing! You can delegate some of those things. And I, I'm not talking about the client contact things. I want you to see how much of those you can do - the client contact.

[00:19:09] But where can you get more support? I just asked one of my fabulous assistants to support me in getting my clients coaching calls scheduled for the next several months. Now that takes maybe 10 minutes with each person, but I saw that though, as something I could delegate to free up a little bit of my time. And again, it's being proactive, whereas it's all going to be on the calendar, and I didn't have to touch that. This is an example, **always be looking where can I use more support in my business? Or in my life?**

[00:19:48] Now I want you to get a CEO helper. I have my fabulous on-the-ground helper that comes one day a week. She's only here one day a week. And I share that with you because a lot of times you're not scaling your business because you're thinking, "Well, I can't afford that."

[00:20:08] By the way, **if you can't afford something, go sell something. You can't afford it because you're not spending enough time building influence with potential clients to then invite them to be clients. And that of course is the sales conversation.**

[00:20:25] But let me encourage you to look at where can you get more support? Because don't you think a queen has support, right? That's the whole idea behind Fempire and the CROWN, okay? What does the queen have? She has ladies in waiting. Now, I don't know why any ladies

would need to be waiting because if they were in my house, I would keep those ladies very busy. Or in my office, I would keep those waiting ladies full, from the morning, till the night, because I got a lifetime supply of stuff for them to do. So, let's not call them ladies in waiting. Let's call them ladies in action to support you, to build your Fempire.

[00:21:12] Rinse and repeat wherever you can means automate document and delegate. Because you know what? Your clients and your potential clients, they want to talk to you. I honestly will tell, and by the way, this brings up a very important aspect of business that I want to share with you.

[00:21:37] **I believe in a community culture in my business, hopefully in your business and not, super tip alert, a celebrity culture.** I have met and hired and know and worked with no shortage of coaches and mentors and experts and consultants who, you know, they think they're Diana Ross with the entourage and the go through five layers of people before you can talk to them. And even though in my experience, even though I consider myself to be someone who knows them very well, they're going to have their assistant call me back and their assistant talk to me. Okay?

[00:22:21] Now this is why I'm saying you want to get support everywhere you can, so that you can be available to talk to your clients. So that you can be available to talk to your potential clients. And I'm not saying don't have sales support. If your business is scaled enough that you can have a sales team and you can have people help you, that's awesome.

[00:22:45] And I do want you to get sales support wherever you can, people scheduling appointments, or when people say they want to talk to you, getting those people on your calendar.

[00:22:55] And by the way, I know everyone says, "okay, automate." Yes, I have an automated calendar. But you know what? If somebody is not my client yet, let's give them a call. Let's talk to them. Let's make it easy. We can still send the calendar link, but **let's make it easy and give them some plant care or potential client care to bring them on with a nice warm call.** Bing, bing, bing.

[00:23:23] Consider this my friends. I want you to think about this for your business. Do you have a community culture where you're cultivating community or do you have a celebrity culture where you're Diana Ross or the equivalent behind the velvet curtain and the only time anybody sees you, is when you're on stage or even the virtual stage to do your magic. Bing, bing, bing, I'd love to hear your thoughts on that.

[00:23:53] We've got the C we've talked about. We've got the R. Okay. **Now the O in crown, the O in crown is for you to OWN that you have massive value to bring.** OWN that you have massive value to bring. And let me tell you something.

[00:24:18] **Confidence is alluring. Excuses and diminishing ourselves and our massive value is not alluring.** I was recently at a networking virtual meeting that I was speaking at and I wanted to shake a few of these gals. Because they were talking about, "Oh, I don't really like Zoom and Oh, I'm so sick of looking at the screen and, Oh, aren't we sick of this pandemic lifestyle..."

[00:24:51] And my friends, **take all of your attention off all the michegoss that's going on and focus on bringing forward your massive value.** Focus on the people in the room that you're with and communicating and articulating to them the massive value that you have to bring.

[00:25:14] You've all heard me say, that when you are speaking, and this is live and in-person, virtual, on a podcast, on the telephone with a client or a potential client, you want to be wearing your C.A.P.E. And C.A.P.E. stands for Certainty, Authenticity, Positivity, and Enthusiasm. **And that's what owning your massive value looks like.**

[00:25:41] And I want you to ask yourself, as you go through your business during the day, as you're having phone conversations with people, as you are networking in a virtual Zoom room, as you're going perhaps to a meeting virtually or live and in-person if your state and city is open and you're meeting people, **are you putting your C.A.P.E. on before you walk in the room? Are you looking at people and feeling like a powerful queen with your invisible crown on before you open your mouth?**

[00:26:23] Because let me tell you something. Nobody wants to do business with anybody that is diminishing their value. That is not confident. That is depresso. That is having a lack of energy.

[00:26:42] That's not what Queens are like, right? They walk tall, they own the room. And that's who you are in your business. When you allow yourself to remember that you have massive value to bring.

[00:26:57] **Okay, my friend, we've gone through the C and the R and the O and let's now embrace the W.** Oh my gosh, the W is one of the fun ones or the exciting ones or the one that I'm hoping is bringing you bliss in your business. **And that's Work the way that best works for you.**

[00:27:22] You know, I was in a virtual meeting today that I was the speaker for, and they asked everyone to share a celebration of what's going on in their life.

[00:27:35] And I was gonna mention about our amazing Expand your Fempire podcast. And I was going to mention one of the amazing interviews that we have just released. Actually, the episode we recently released was Shannon Crotty, who is the founder of Polka Dot Powerhouse. Who is an amazing woman, who I'm a big fan of, she inspires me. And there was ladies in this room that were all Polka Dots. And I was going to mention about Shannon and mentioned the interview.

[00:28:15] And then the lady before me, she mentioned about her mom and having more time with her mom because of our pandemic lifestyle. And I thought to myself, you know what I've been doing during the pandemic.

[00:28:32] Every week, I've been going to my Mom and Dad's house and I've been watching Inspector Montalbano, which is an Italian detective show. It's in Italian. I get to brush up on my Italian. My mom is blissing the whole time because it's shot in Sicily and the scenery is so beautiful. [00:29:00] I get to be with my parents. We have a nice visit. We spend some quality time together. And I am so grateful. Because you know what? This is making them happy. They've just recently watched Barlume, which is another Italian murder mystery show. **And it's a little thing and it is a huge gift in my life that I get to end my workday early whenever I want, whenever I can, to go watch and hang out with my Mom and Dad.**

[00:29:35] Now, your ideal work life I'm sure looks very different. My sister, who owns a beautiful, amazing cafe in the neighborhood, my sister goes on the water in the Bay in San Francisco and she does paddle boarding many mornings. That's her ideal work life.

[00:29:59] I want you to recognize that you have your own enterprise. **My friend, bing, bing, you get to be yourself, do your thing, serve your people, and I'm hoping that you're figuring out and you're putting attention on working the way that best works for you.**

[00:30:18] **And by the way, this is why I want you to have more support in your life - so that you can bliss in your business more because you have support.**

[00:30:31] Alright, take a deep breath. **The last part of CROWN, N. The N is for "Never give up." Determination looks great on you and determination has many rewards.**

[00:30:51] I'm going to tell you something, entrepreneurialism, being the Queen of your Fempire, this is not for the schlumpadinka ladies. Okay? This is not for the faccia lunga ladies. Faccia lunga means "long face" in Italian.

[00:31:15] **This is for those of you that have courage. That have boldness. That can embrace the idea that, you know what you're going to have to be determined on an ongoing basis, but guess what? There are so many rewards.**

[00:31:40] And let me tell you the reward that gives me the most joy. I got a Facebook message the other day from one of my clients, her name's Debbie. And she was telling me that she's had her best month ever. And then the next week she tells me, "Caterina, I had 46 people come to my Zoom thing that we were discussing earlier." Forty-six, that's an amazing number for her one-hour thing.

[00:32:09] And then she said, "Caterina, I just got two new clients." But you know what then she said to me, she said, "Caterina, I'm starting to feel like I really am on fire and I'm starting to feel like I really do have massive value to bring." **That is one of the hugest rewards that I believe we ever get in our business is when we feel and see, not only the great results that our clients are getting, but the transformation.**

[00:32:44] Now what is transformation? Well for me, cause I'm not an expert in the ethereal arts, I'm going to tell you how I define transformation. **Transformation is when we start to see who we are differently.** And when I start to see my clients be more confident, be more clear of their mission, be more in action and more focused and perhaps most importantly, when I see them blissing in their business, my heart gets so full. I feel like the richest woman in not only in Babylon, on the planet and that's what I want for you.

[00:33:31] **My friends, bing, bing. Wear your crown. Wear your crown well. Embrace building your Fempire with determination. And I promise you that your business will bring you and your family and your community many rewards.**

[00:33:54] Because you know what? **A rising woman, a rising Fempire-builder lifts all the women around her and lifts all the women her business touches.** I hope that I have the opportunity to touch you. I hope that you don't just say "Caterina, those are some good ideas," but you actually take action based on our time together.

[00:34:21] You know what? I love you for being with me. I love you for being a woman on a mission. I love you for being a woman on a mission who is seeking to uplift and contribute to other people's lives through your business. And I cannot wait to hear about all your Fempire building.



[00:34:43] Bing, bing, bing love to you, and I cannot wait to talk to you again soon.

*We hope you enjoyed this episode of Expand Your Fempire with Caterina Rando.*

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# THRIVING *Women* IN BUSINESS

**We invite you to connect with Caterina and the Thriving Women in Business Community!**

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